

14 West 45th Street  
New York 36, New York  
April 26, 1955

WSRN

Manager, Radio Station:

1. The enclosed Handbook has been prepared for your convenience in your business with College Radio Corporation. It contains the general information you will need to understand what your station can gain by CRC representation, and what obligations your station undertakes in the representation agreement. Study it carefully, and be sure that the important members of the station staff are familiar with the sections that concern them. We suggest this Handbook be filed where it will be available for ready reference.

If questions arise which fall outside the scope of the Handbook, be sure to write CRC for the answers. It is IMPORTANT for you to know your responsibilities on national accounts!

2. Your affidavit blanks (unless you do not have current accounts) are enclosed. You are reminded to have the affidavits back in our office by May 10. Although most stations consistently do their job well, some have a very weak record. These stations receive the least favorable recommendations, for they have not demonstrated reliability. Remember: An affidavit received by CRC after the 10th of the month is LATE.

3. The enclosed Questionnaire must be completed and returned if you are to continue to have useful representation. Please see that it is entirely filled out, and is legible. If you anticipate changes in any of the information, submit what is most up-to-date. The changes should be reported as they are made. Another questionnaire will be sent to you in mid-Fall; the present one will be used in representing you until then. Do Not Fail to return it, accompanied by such stipulations as are necessary, attached in a memo.

4. To Lucky Strike stations only: a check mark here \_\_\_\_\_ means you have not returned your Spring Survey. Unless your station no longer desires the Lucky Strike account, you must get the survey back to us at once. Renewal discussions are in progress; failure to comply with this requirement of your contract at this time will almost certainly result in loss of contract next year.

Cordially,

COLLEGE RADIO CORPORATION

/s/Philip D. Knowles  
Operations Manager